

Abstract Form

Abstract is to be typed in a 10 point font/typeface (Times Roman preferred) and **must fit** in the space below; additional pages **may not** be submitted.

FOR REVIEWER USE

- 1 2 3 4 +

Reviewer's signature

FOR OFFICE USE

Date: _____

Time: _____

TITLE:

Evaluation of Innovative Educational Vehicle - The MTS Learning Center

DESCRIPTION OF ACTIVITY:

In November of 1996 Mid-America Transplant Services (MTS) did a series of focus groups with target markets identified as less likely to donate; African-American, low socioeconomic and rural populations. The objective of the focus groups were to determine the public's perception of organ transplants and organ donation and to understand the decision making process associated with organ donation. The focus groups conclusions identified a need to educate the public about the donation process, allay the public's fears concerning donation and highlight the human aspects of transplant recipients and donor families.

Based on the research, MTS decided that a new innovative approach was needed. We constructed an interactive vehicle designed to educate the public.

The MTS Learning Center has five primary areas, each with a different learning objective.

- * Anatomical Models - Brett Hull and Ray Lankford are anatomical models displaying the organs and tissue currently transplanted. Accompanying signage states how each organ and tissue functions and the need for transplants.
- * Test Your Knowledge - A series of true and false questions tests the participants knowledge of the donation process. It then educates them about the major misconceptions regarding donation.
- * Donor Family Testimonials - Three donor families share their experience of the donation process.
- * Recipient Testimonials - Six different people tell their personal story of transplantation.
- * Video - To educate the public a video was developed which reenacts the requesting process.

DESCRIPTION OF EVALUATION (if completed, provide results):

MTS is currently evaluating a research proposal which will be designed to measure the knowledge level and behavior and attitudinal changes which may occur as a result of a visit to the MTS Learning Center. In order to achieve statistically significant results 300 interviews must be completed. Interviews will be conducted on a random basis with visitors just prior to and immediately following a tour of the MTS Learning Center. A broad sample will be obtained to be representative of the entire MTS service area. A trained researcher will ask approximately ten questions before and after the participants tour. The objective of the questionnaire will be to determine the following:

- * Did participants opinions regarding donation change as a result of experiencing the Learning Center?
- * What actions might the participants take after experiencing the Learning Center?
- * What are the main messages being transmitted by the Learning Center?
- * DO differences exist among varying demographic groups?
- * Are participants more knowledgeable about the donation process after experiencing the Learning Center?

Based on the results of this study we will adjust our public education activities and the content of the Learning Center to achieve a pro donation message in the MTS service area.

CONTACT:

Name: Lori Schutte Title/Affiliation: Vice President, Donor Development /
Mid-America Transplant Services Phone: (314) 991-1661